

**"PAY CASH AND TAKE HOME YOUR OWN GROCERIES,"  
SAYS DUKE C. BOWERS, WHO OPERATES 36 STORES**

**Started With \$200 Capital 10 Years Ago—Operates in Interests of the People.**

Memphis, Nov. 23.—Grocer Bowers and thousands of Memphis housewives are informal partners. The party of the first part agrees to sell groceries cheaper than anybody else in Memphis; the parties of the second part agree to pay cash and

Wrong. The customer pays it all; the grocery man just tacks it onto the stuff you buy, and you pay for it whether you have your good delivered or not."

Credit losses is another thing that the grocery keeper unloads on his customers.

"I don't want half my customers paying the bad bills of the other half; and I don't want some of them who come for their gro-



**Duke C. Bowers.**

to carry their purchases home with them.

Duke C. Bowers has three dozen grocery stores scattered over Memphis. He has built them up and fought food trusts at the same time.

He has never owned a delivery wagon. "It's too expensive a luxury for the man of ordinary means. Some people had the idea that the grocer paid for that horse and wagon, for the man who drove and for repairs.

ceries, paying the delivery bills for those people who telephone for every nickel's worth they buy and have it sent over right away," says Bowers.

That is why every woman who markets at one of the Bowers stores gets groceries for a whole week of seven days, where she would get only about six days' food if she didn't stick to Grocer Bowers' cardinal principles.

Wealthy women, poor women and women of the intermediate